

**Bachelor in Management 2021\_2022**  
**Year 3 TRACK 3.5 IQS Students**



Programme manager: Aude Gwendoline

**Programme Mission:**

*"Acquire all assets and tools to commit oneself into practical managerial actions and create a positive impact on the economy, human beings and our planet. "*

**FALL SEMESTER**

**CORE MODULES**

International HR management  
 Entrepreneurship and Innovation Management:  
 Fundamentals  
 International Business Environment

**SPECIALISATION TRACKS (Choose 1)**  
**FINANCE AND BANKING SPECIALISATION**

Financial Mathematics  
 Concepts of Corporate Finance  
 Financial Analysis

**MARKETING SPECIALISATION**

Omni Channel Management & Distribution  
 Marketing Metrics (data analytics)  
 Digital Marketing Strategy

**PURCHASING & SUPPLY CHAIN SPECIALISATION**

Supply Chain Management  
 Purchasing Management  
 Inventory Management & Warehousing

**COMPULSORY EVENT**

International Fair

**LANGUAGE MODULES - CHOOSE ONE OPTION PER SEMESTER**

French Language  
 French Culture for International Students

**TRANVERSAL SKILLS**

Presentation Guidelines for Project Writing

**SPRING SEMESTER**

**CORE MODULES**

Business Ethics  
 Strategy  
 Doing Business in France

**SPECIALISATION TRACKS (Choose 1)**  
**FINANCE AND BANKING SPECIALISATION**

Financial Markets and Risk Management  
 Banking Systems and Services  
 Fundamentals of Auditing

**MARKETING SPECIALISATION**

Business to Business Marketing  
 Merchandising (on/off-line)  
 Digital Marketing Communications

**PURCHASING & SUPPLY CHAIN SPECIALISATION**

Production Systems  
 Sourcing  
 Transportation and Distribution

**LANGUAGE MODULES - CHOOSE ONE OPTION PER SEMESTER**

French Language  
 French Culture for International Students

**TALENTS AND CAREER**

Talents and Career Passport including:  
 Create your profile, build a virtual network (During semester 3)  
 Corporate Days (4/ year)  
 Final Internship Junior Specialist: minimum 8 weeks

**PROGRAMME REQUIREMENTS**

LV1 - Official Test